

Message Text

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ACTION AF-18

INFO OCT-01 ADP-00 EB-11 AID-20 IGA-02 IO-13 EUR-25 STR-08

CIAE-00 DODE-00 INR-10 NSAE-00 PA-03 RSC-01 USIA-15

PRS-01 TRSE-00 RSR-01 /129 W
----- 036493

R 081217Z AUG 73

FM AMEMBASSY MASERU

TO SECSTATE WASHDC 3410

INFO AMCONSUL CAPE TOWN

AMCONSUL DURBAN

AMEMBASSY GABORONE

AMCONSUL JOHANNESBURG

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

USDOC WASHDC UNN

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E O 11652: NA

TAGS: BEXP LT

SUBJ: BLS TRADE PROMOTION EVENT - PROPOSED LESOTHO CATALOG
SHOW

REF : STATE 151247

1. THOUGH STILL RELATIVELY SMALL, LESOTHO MARKET FOR HOTEL, RESTAURANT AND CATERING EQUIPMENT IS GROWING. E.G., NUMBER OF TOURISTS STAYING AT MASERU HOLIDAY INN IN FIRST SIX MONTHS OF 1973 WAS 22 PER CENT HIGHER THAN THAT FOR SAME PERIOD IN 1972. IN FIRST SIX MONTHS OF '73 TOTAL OF 51,231 TOURISTS STAYED AT INN VERSUS 42,145 IN SAME PERIOD IN '72, AND 27,240 IN FIRST SIX MONTHS OF '71. TOURISTS EXPECTED NUMBER 200,000 BY 1976. SEVERAL SMALL HOTELS HAVE RECENTLY OPENED AND MORE THAN R8 MILLION (\$12 MILLION DOLLARS) OF HOTEL AND RESTAURANT DEVELOPMENT IS EXPECTED IN NEXT THREE YEARS.

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2. SHOW CAN BE PUBLICIZED THROUGH SOUTHERN AFRICAN COMMERCIAL

NEWSLETTER (EDITED BY CONGEN JOHANNESBURG), USIS BULLETINS, CIRCULAR LETTERS FROM EMBASSY, LNDC, LESOTHO BANK, RADIO LESOTHO, LOCAL NEWSPAPERS AND BLOEMFONTEIN FRIEND AND RAND DAILY MAIL (JOHANNESBURG).

3. BELIEVE USIS LIBRARY MORE SUITABLE FOR EXHIBIT THAN HOLIDAY INN. COST OF RENTAL OF SMALL ROOM AT HOLIDAY INN WOULD BE ABOUT R50 FOR THREE DAYS. SOME LIMITED ADVERTISING COULD BE PROVIDED GRATIS, BUT HOLIDAY INN WANTS TO KNOW SPECIFIC REQUIREMENTS BEFORE COMMITTING THEMSELVES.

4. MANAGER OF LESOTHO DEVELOPMENT BANK, HEINRICH BECHTEL (UNDP), WHO ALSO ACTING MANAGING DIRECTOR OF LNDC, INTERESTED IN SUPPORTING EXHIBIT. FORMER COMMISSIONER FOR COMMERCE AND INDUSTRY, EPHRAIM T. MANARE, HAS BEEN DESIGNATED GOL AMBASSADOR TO U.S. AND NUMBER-TWO MAN IS OUT OF COUNTRY. BUT WE EXPECT DEPT OF COMMERCE AND INDUSTRY WOULD ALSO BE INTERESTED IN WORKING WITH EMBASSY ON CATALOG SHOW. DOC MIGHT WISH CONTACT MANARE AT GOL EMBASSY IN WASHINGTON IN ABOUT A MONTH.
FRISBIE

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